

WXIX

## ORDER



Flight Dates 09/25/12-10/01/12

Contract / Revision 825352 /

Original Date / Revision  
09/24/12 09/24/12

Advertiser Brown, S (D)/US Senate

Agency Shorr &amp; Associates

Buying Contact

1831 Chestnut Street  
Suite 602  
Philadelphia, PA 19103Primary Account Executive  
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

## Product

FRNDS SHERROD BROWN

Agency Com 15%

Billing Contact

1831 Chestnut Street  
Suite 602  
Philadelphia, PA 19103

Sales Office T-DC

Sales Region National

Agency Ref

Order Sep 00:00:00

## Estimate #

Alt Order # 06334098

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candic

Product Codes PL610, PL, PL820

Priority P 3

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	14	\$10,370.00	\$12,200.00	0.00	08/27/12	09/30/12	14	\$10,370.00	\$12,200.00
October 2012	4	\$3,060.00	\$3,600.00	0.00	10/01/12	10/01/12	4	\$3,060.00	\$3,600.00
<b>Totals</b>	<b>18</b>	<b>\$13,430.00</b>	<b>\$15,800.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WXIX	09/25/12	09/28/12	News @ 7a News @ 7am	Comm	7a-9a	- TWTF - -	:30	4	\$400.00	P 3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF - -		4			\$400.00			0.00			
E 2	WXIX	09/25/12	09/28/12	Wheel Of Fortune 7P Wheel Of Fortune	Comm	7-730P	- T- TF - -	:30	3	\$1,000.00	P 3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- T- TF - -		3			\$1,000.00			0.00			
E 3	WXIX	09/25/12	09/27/12	Jeopardy 730P JEOPARDY	Comm	730-8P	- TWT - - -	:30	3	\$1,200.00	P 3	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			



Contract / Revision **825352** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 09/24/12

Order Sep 00:00:00

Advertiser **Brown, S (D)/US Senate** Product **FRNDS SHERROD BROWN** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WXIX	09/25/12	09/27/12	Jeopardy 730P JEOPARDY	Comm	730-8P	-TWT---	:30	3	\$1,200.00	P 3	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	-TWT---	3		\$1,200.00	0.00							
E 4	WXIX	09/25/12	09/28/12	Late News M-F Late News M-F	Comm	10-11P	-TWTF--	:30	4	\$1,000.00	P 3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	-TWTF--	4		\$1,000.00	0.00							
E 5	WXIX	10/01/12	10/01/12	News @ 7a News @ 7am	Comm	7a-9a	1-----	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	1-----	1		\$400.00	0.00							
E 6	WXIX	10/01/12	10/01/12	Wheel Of Fortune 7P Wheel Of Fortune	Comm	7-730P	1-----	:30	1	\$1,000.00	P 3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	1-----	1		\$1,000.00	0.00							
E 7	WXIX	10/01/12	10/01/12	Jeopardy 730P JEOPARDY	Comm	730-8P	1-----	:30	1	\$1,200.00	P 3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	1-----	1		\$1,200.00	0.00							
E 8	WXIX	10/01/12	10/01/12	Late News M-F Late News M-F	Comm	10-11P	1-----	:30	1	\$1,000.00	P 3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	1-----	1		\$1,000.00	0.00							
														Totals	18 \$15,800.00